

Message Text

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ACTION EB-08

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R 161156Z AUG 78
FM AMEMBASSY NEW DELHI
TO SECSTATE WASHDC 3429
USDOC WASHDC
INFO AMCONSUL BOMBAY
AMCONSUL CALCUTTA
AMCONSUL MADRAS

UNCLAS NEW DELHI 12448

E.O. 11652: N/A
TAGS: BEXP, IN
SUBJECT: COUNTRY COMMERCIAL PROGRAM-FY 78: THIRD QUARTER REPORT

1. CAMPAIGN ACTIONS DETAILED IN CCP-FY 78 FOR THIRD QUARTER (APRIL-JUNE) WERE SUBSTANTIALLY FULFILLED. HIGHLIGHTS OF COMMERCIAL ACTIVITIES DURING REPORTING QUARTER ARE AS FOLLOWS.

2. PRINTING AND GRAPHIC ARTS EQUIPMENT CATALOG SHOWS WERE HELD AT BOMBAY, CALCUTT, MADRAS AND NEW DELHI BETWEEN APRIL 3 AND 14. AS REPORTED (NEW DELHI A-126 OF MAY 23, 1978), SOME 2,400 COMMERCIAL AND GOVERNMENT PRINTERS, NEWSPAPER AND BOOK PUBLISHERS, AND AGENTS ATTENDED THE FOUR EXHIBITS. BUSINESS INQUIRIES TOTALLED ABOUT 800. CONGEN BOMBAY SPONSORED A SUPPLEMENTARY EXHIBIT AT RAJKOT IN JUNE WHICH WAS ALSO WELL

RECEIVED. AS A RESULT OF THESE SHOWS, SALES OF EQUIPMENT WORTH DOLS 70,000 HAVE BEEN FINALIZED AND NEGOTIATIONS ARE IN PROGRESS FOR ADDI-
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TIONAL EQUIPMENT SALES IN EXCESS OF DOLS 450,000.

3. COUNTRY COMMERCIAL PROGRAM-FY 79: TODD BURNS, USDOC (OIM), AND ED SACCHET, STATE (EB/OCA), VISITED NEW DELHI IN EARLY JUNE TO CONSULT ON FINALIZING DRAFT OF CCP-FY 79. FINAL DRAFT OF FY-79 CCP WAS POUCHED TO WASHINGTON ON JUNE 9.

4. MAJOR US SALES: CONSTITUENT POSTS REPORTED FOLLOWING SIGNIFICANT SALES OF US EQUIPMENT, SUPPLIES, AND SERVICES DURING THIRD QUARTER INVOLVING POST PROMOTIONAL EFFORTS.

A. SHIPPING CORP OF INDIA PURCHASED 50 REFRIGERATED CONTAINERS COSTING

DOLS 700,000, WITH PROSPECTS FOR ORDERS FOR AN ADDITIONAL 40 CONTAINERS

(BOMBAY).

B. PRINTING EQUIPMENT, VALUED AT DOLS 300,000(BOMBAY).

C. PROCESS CONTROL COMPUTER AND INSTRUMENTATION SYSTEM WORTH DOLS 6.5 MILLION WAS ORDERED FROM FOXBORO, INC. FOR KUDREMUKH IRON ORE PROJECT.

THIS WILL BE FIRST ON-LINE PROCESS CONTROL SYSTEM IN INDIA (NEW DELHI

, BOMBAY, MADRAS).

D. 40,000 TONS OF FERROUS SCRAP COSTING DOLS 4 MILLION WAS PURCHASED BY

INDIAN TEAM WHICH VISITED US. CONGEN CALCUTTA AND USDOC ASSISTED IN ESTABLISHING CONTACTS FOR TEAM WITH AMERICAN SUPPLIERS (CALCUTTA).

E. WITH CONGEN MADRAS AND USDOC ASSISTANCE, LOCAL BUSINESSMAN ESTABLISHED CONTACTS IN US FOR LEASING OF OIL DRILLING EQUIPMENT AND HELICOPTERS WORTH DOLS 27 MILLION (MADRAS).

F. FORD AEROSPACE AND COMMUNICATIONS CORP. SIGNED CONTRACT TO SUPPLY TWO SATELLITES VALUED AT ABOUT DOLS 59.5 MILLION FOR INDIAN NATIONAL UNCLASSIFIED

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SATELLITE SYSTEM (INSAT-1) (NEW DELHI).

5. EARLY WARNING/MAJOR PROJECTS:

A. INDIAN WESTERN AND CENTRAL RAILWAYS PLAN TO MODERNIZE THEIR WORKSHOPS UTILIZING A WORLD BANK LOAN. OUTLAYS FOR IMPORTED EQUIPMENT ARE ESTIMATED AT DOLS 7 MILLION(BOMBAY).

B. AN IDA-FINANCED DOLS 18 MILLION TUNNEL CONSTRUCTION PROJECT IN KARNATAKA STATE MAY PROVIDE OPPORTUNITIES FOR SALE OF US MINING AND EARTH MOVING EQUIPMENT (MADRAS).

C. GOVT. OF WEST BENGAL HAS CALLED FOR BIDS FOR GAS/DIESEL TUBINE GENERATORS WORTH MORE THAN DOLS 21 MILLION. CONGEN CALCUTTA HAS GIVEN EXTENSIVE ASSISTANCE TO US BIDDERS- WESTINGHOUSE AND UNITED TECHNOLOGIES (CALCUTTA).

D. CALCUTTA METROPOLITAN DEVELOPMENT AUTHORITY IS TENDERING FOR EQUIPMENT/MATERIALS WORTH ABOUT DOLS 13 MILLION FOR VARIOUS URBAN DEVELOPMENT SCHEMES FINANCED BY WORLD BANK AND TWO MAJOR CIVIL WORKS ESTIMATED AT ABOUT DOLS 3 MILLION EACH (CALCUTTA).

E. EXPANSION OF BOKARO STEEL MILL AND ROURKELA STEEL PLANT OFFER POTENTIAL SALES FOR US COMPANIES. SEVERAL AMERICAN FIRMS INCLUDING WEAN UNITED, GENERAL ELECTRIC, PRODUCTION MACHINERY, ATENA STANDARD, MIDLAND ROSS, AND LEE WILSON

HAVE SUBMITTED BIDS (CALCUTTA AND NEW DELHI).
F. SALEM STEEL EXPANSION PROJECT INCLUDES A COLD ROLLING
MILL VALUED AT DOLS 12 MILLION. EMBASSY AND CONGEN MADRAS HAVE
STRONGLY SUPPORTED SINGLE US BIDDER, WATERBURY FARREL, WITH
CALL BY AMBASSADOR ON MINISTER OF STEEL AND CALLS BY
EMBASSY AND CONGEN OFFICERS ON GOI OFFICIALS AND
MANAGING DIRECTOR OF SALEM STEEL (MADRAS AND NEW DELHI).

6. PROTECTION TO US BUSINESS: CORPORATION WAS NOT MAILING
TENDER DOCUMENTS FOR WORLD BANK FINANCED PROJECTS
TO REQUESTORS LOCATED OUTSIDE OF INDIA. EMBASSY RAISED
ISSUE WITH WORLD BANK WHICH IN TURN INSTRUCTED BOMBAY
MUNICIPAL CORPORATION TO HONOR REQUESTS FROM OUTSIDE
INDIA FOR SUCH TENDER DOCUMENTS.
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